

Peteisen

7/12/95

Overall rate increase - 9 1/2 %

Sport Truck  
Hot Rod

effective rate 9 8 1/2 %

Spending net revenue  
~~1993~~ ~~1994~~

		4	Discount
1991	6		<u>22%</u>
1994	6	3,	41% - 56%
1995	6.7	3.1	multi-brands

Even without 8 1/2 % increase

CPM 22% lower vs. 1993

Smaller CPM

C.D. = 20.02

MT = 17.35

RT = 17.15

2060298376